REMARKS

Claim 1 was rejected over Feinleib with the indication that the provision of the email form changes the way the television program is displayed. However, it is not explained how the email information is displayed. For example, it is believed that the Examiner has some vision of what is intended by this reference. The Applicant's vision is that the screen is replaced with the email form. In such case, the program is no longer displayed when the email form is provided.

Thus, the reference would not modify the way the television program is displayed because the program is not displayed. In that case, the change comes after the end of the program. In other words, the claim requires two things, (1) that the program continue to be displayed after the transmission of the real time event and (2) that the way the program is displayed be modified. It is submitted that if the email form replaces the display of the program, the program is over and, therefore, it does not modify the way the program is displayed. Moreover, it is not displayed during the display of the program because the program display is now supplanted.

It is suggested that the program is not ended by the email display but, of course, there cannot be any program if there is no longer any display of the program. For all practical purposes, the program would be ended. Therefore, the claim limitations are not met by Feinleib. Since we do not know whether the email replaces the program or say, overlays it, we do not know enough to say the reference teaches the claim limitations.

Additionally, reconsideration of the rejection of claim 9 is requested. Claim 9 calls for enabling the user to retain enhancements after receiving said real time event warning at the end of the program. In the embodiment set forth in the specification, the reason for warning at the end of the program is that, once the program is over, the enhancements would no longer be available. Here, the user is given the option to retain the enhancements even though the program is ending. In other words, the warning enables the user to elect to retain those enhancements which normally would not be retained after the end of the program.

The basis for the rejection of claim 9 is not understood because it is indicated that somehow Alexander teaches this. In the example, the Examiner suggests that the user may indicate that the user does not want to watch the program. This option does not appear to be anywhere discussed within the cited material. The example provided by the Examiner goes on to
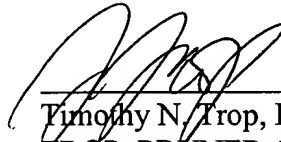
suggest that the screen continues to display the data being displayed before the screen notification. But, even if that is so, there is no option of the user to elect to retain the enhancements after receiving the real time event. There was no enhancement in Alexander and, therefore, it is not seen how Alexander is pertinent.

Basically, there is no user ability to retain or not retain an enhancement in either Feinleib or Alexander. While the Examiner's example with respect to Alexander is not understood, it is not clear that there is any ability of the user to control or not control the retention of the enhancement. In fact, it is not even clear what the enhancement might be in Alexander.

Therefore, reconsideration of the rejection of claim 9 is respectfully requested. On a similar basis, the rejection of claim 21 should also be reconsidered.

Respectfully submitted,

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